

# Maeil Dairies Co Ltd in Packaged Food (South Korea)

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## Abstracts

Maeil Dairies Co aims to focus more on developing new categories besides dairy and baby food, as such sales continued to record weak performances in 2017. The company is increasing its sales proportion of confectionery, soft drinks, foodservice and children's clothing. In addition, the company plans to export more baby food to Asian countries as a top priority over the forecast period, rather than developing the domestic market.

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